

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

T1, 2018/ 2019

BGM7124 – GLOBAL MARKETING
(MBA Full Time)

24 SEPTEMBER 2018
9.00 a.m – 12.00 p.m
(3 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consist of **THREE (3)** pages including the cover page.
2. Answer **ALL** questions. The marks distributions are given in parentheses.
3. Write all your answers in the Answer Booklet provided.

QUESTION 1

- a. IKEA sells a lifestyle that signifies hip design, thrift, and simplicity. For aspiring global middle class, buying IKEA is a sign of success. Explain the strategies employed by IKEA to build a brand cult.

[15 marks]

- b. IKEA has recently opened its first store in Hyderabad, India. Do you think IKEA will succeed in India?

[10 marks]

[Total: 25 marks]

QUESTION 2

- a. Discuss the applicability of the Uppsala Model in explaining the globalization of firms from emerging nations.

[15 marks]

- b. Explain the strategies used by firms from emerging nations to compete at international level.

[10 marks]

[Total 25 marks]

QUESTION 3

While British group Tesco and Motorola make money in South Korea, Wal-Mart, the world's largest retailer and the French group Carrefour have pulled out. According to Trinity Visual Partner Communications partner Joseph Foo, "They failed in Asia's fourth largest economy because they did not keep their ears to the ground - that is knowing the culture you are in".

- a. Discuss the significance of culture in global marketing.

[15 marks]

Continued...

- b. Please advise Malaysian international managers how “to keep their ears to the ground”.

[10 marks]

[Total 25 marks]

QUESTION 4

“Malaysia and Indonesia – the two palm oil exporters in the world – are at the mercy of importing countries.” (Source: STARBIZWEEK, Saturday 14/7/2018). Discuss the developments at the global level that has led to this situation; and provide recommendations to address the identified issues.

[Total 25 marks]

End of Paper